

December 1954

the Wisconsin Architect



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Editor's Note

We are proud to bring you the story of the Wisconsin Architects Foundation beginning on page three. The group's first year of operation has been very successful, presaging, we are sure, a long, fruitful period of service to Wisconsin.

With the propounding of many thought-provoking questions, the story by Gerald J. Rice, the Association's legal counsel, on page five begins what is hoped will be a helpful series for architects, owners, contractors and others interested in the construction business.

COVER COMMENT

Here is the Wisconsin Architects Foundation at work as Foundation President Francis J. Rose gives the first tuition awards. Left to right are John B. Shepherd, who is attending the University of Notre Dame; Foundation members Theodore L. Eschweiler, Rose, Gerrit deGelleke; and Michigan student Gerald Stocks.

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A Chapter of the American Institute of Architects

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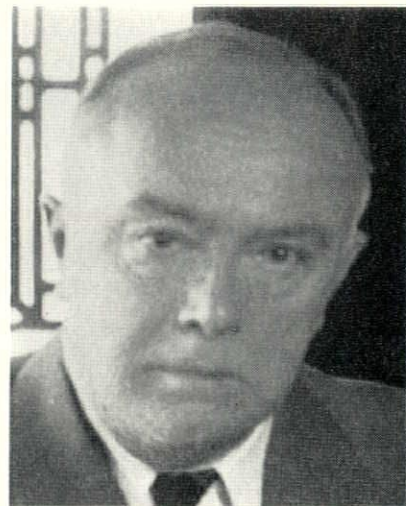
Noted State Architect, J. M. Brielmaier, Dies

Joseph M. Brielmaier, nationally known Wisconsin architect, and long-time member of the Wisconsin Architects Association, died in Milwaukee on December 13 at the age of 76.

E. Brielmaier and Sons Co., the firm to which Mr. Brielmaier belonged, was one of the oldest in the state. It was founded in 1879 by his father, Erhard.

The list of commissions on which Mr. Brielmaier placed the stamp of his ability is a long and distinguished one characterized particularly by projects of considerable scope and importance. The emphasis of his work was on Catholic institutions and examples of his design are to be found in more than twenty-three of the United States, in Canada and in Italy. It is estimated he designed more than 500 churches, schools and other buildings of this kind.

Milwaukee buildings of note on which Mr. Brielmaier worked include: St. John's Cathedral, Mount Sinai and St. Joseph's hospitals, and



Joseph M. Brielmaier

the Marquette University Engineering Building.

Mr. Brielmaier was associated in much of his work with his surviving brother, Leo A.

Surviving him, besides the brother, are his wife, Minnie B.; two daughters, Sister M. Sophia, O.P., Sinsinawa, Wisconsin, and Mrs. Leo E. Donovan, Oakland, California; two sons, Joseph, Jr. and Francis and a sister, Mrs. Theresa Fessler, all of Milwaukee.

New Application Blanks Prepared by Institute

"Please destroy all application forms for Corporate Membership in the American Institute of Architects." That's the plea from Fritz von Grossmann, Secretary-Treasurer of the Wisconsin Architects Association, to all architectural offices in the state.

"It's not that the Institute has stopped taking in new members," von Grossmann hastened to add, "but because a new form for Corporate members has been decided upon by The Institute."

The new procedure eliminates sponsors, but requires a minimum of five references, of which three shall be Institute members. This change was revealed in "Special Report No. One" published by The Institute. The Report contains action by The Institute's Board of Directors on recommendations by the Committee on Organization. This committee was appointed by the Board to make an objective study of the activities and

services rendered by the Institute and to evaluate both.

In addition, von Grossmann recommended review of any Associate and Junior Associate application blanks on hand in the offices of the state's architects because these forms, too, have been revised.

"Although there is little change in the new forms," von Grossmann said, "it would be best to destroy any application forms for Associate or Junior Associate membership bearing a date in the upper left hand corner of page one, earlier than May 1, 1954."

Up-to-date blanks for Associate and Junior Associate applicants are available in the Association office, 828 North Broadway, Milwaukee, Wisconsin. Persons desiring to apply for Corporate membership should request the new application forms which are now available.

To fill you in

AGC Holds Convention in Milwaukee



Above is the panel about which the entire Associated General Contractors Association Wisconsin Convention revolved. The convention was held in Milwaukee on December 1 and 2.

Seated left to right are Julius Sandstedt, Oshkosh, President, Wisconsin Architects Association; George A. Benish, Manager, General Contractors Association of Milwaukee; Clark H. Abbott, Marshfield, Director, Wisconsin Chapter, The Associated General Contractors of America, Inc.; Herbert Vonier, Building Trades Representative, Wisconsin State Federation of Labor. Standing are E. E. Hoebel, Madison, Executive Secretary, Wisconsin Road Builders Association; Robert Sundby, Madison, Attorney, League of Wisconsin Municipalities; J. Harry Green, Janesville, Manager, Wisconsin Chapter, The Associated General Contractors of America, Inc.; Ralph J. Drought, Milwaukee Attorney, Wisconsin Retail Lumbermen's Association; and Francis Lamb, Madison Attorney.

Among the matters discussed first by the panel and later through general discussion from the floor were the advisability of a state law setting up a uniform procedure for contract awards by public bodies and a complaint that Wisconsin building contractors are at a competitive disadvantage with out-of-state contractors because non-resident companies, often escaping Wisconsin income and personal property taxes, can shave bids.

Francis Lamb urged adoption of legislation which would include certain school districts which now are exempt from the requirement of obtaining competitive bids.

J. Harry Green, Janesville, Manager of the Wisconsin Chapter of the AGC, claimed that not only are Wisconsin contractors finding out-of-state firms bidding from 5% to 7% below home firms, but also that the State Department of Taxation has been losing considerable revenue through business awarded to out-of-state contractors doing work here. He stated further that the industry did not seek legislation giving it a competitive advantage, but only an even break with out-of-state bidders.

Green predicted a "tremendous" outlook for the Wisconsin construction industry during 1955, stating he anticipated an increase in commercial building and in public works and private housing but a slight slack off in industrial construction.

34 New Members Join Association in '54

Thirty-four new members joined the Association during 1954 and the applications of five others were approved at the Board's December meeting. Five new members have been granted Corporate standing by The Institute, and four more were approved by the Board of Directors of the Wisconsin Architects Association in December. Their applications have been forwarded to the

American Institute of Architects for final action.

Fifteen new Associate members and fourteen Junior Associate members have been added to the Association's rolls.

The five new Corporate members are:

Joseph H. Flad of Madison. Flad is a graduate of Madison high schools and the University of Wisconsin. He also attended Loras College, Dubuque, Iowa, and Iowa State, Ames, Iowa. He is a member of John J. Flad and Associates, Madison.

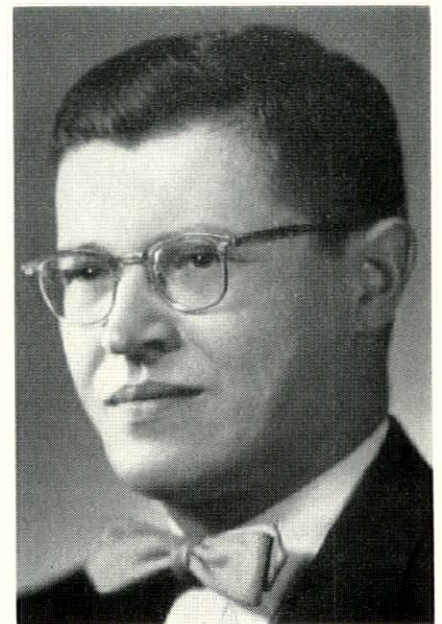
Stephen Main Playter of Eau Claire. Playter is a graduate of the University of Illinois and currently is associated with the firm of Laron and Playter of Eau Claire.

A. A. Tannenbaum of Milwaukee. Tannenbaum is also a graduate of the University of Illinois. He is practicing architecture in Milwaukee under his own name.

George D. Troller of Milwaukee. Troller is married and has two children. He is associated with Scott-Kloppenburg & Scott of Milwaukee.

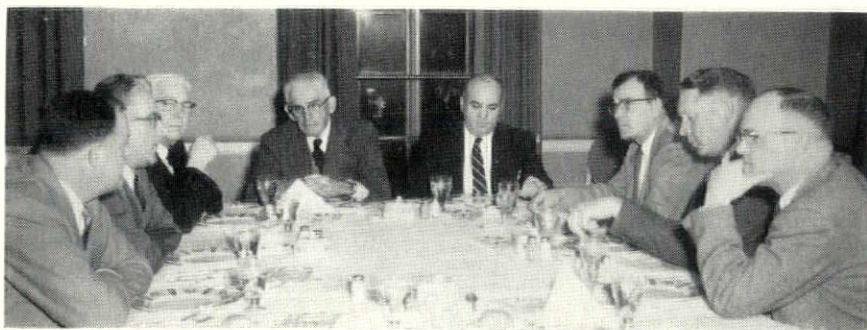
Robert E. Rasche of Milwaukee. Rasche, a World War II veteran, is married and the father of one child. He is a graduate of Milwaukee schools and the University of Michigan. He currently is practicing

(Continued on Page 6)



Robert F. Rasche

Wisconsin Architects Foundation - - -



Above at a recent Foundation meeting are, left to right: Francis J. Rose, Joseph Weiler, Gerrit deGelleke, Leigh Hunt, Gerald J. Rice, Joseph G. Durrant, Carl W. Schubert, and Leonard M. Schober.

A Design for Giving

Thirteen young men who are studying in midwestern schools of architecture have had the bumpy economic path to their degrees smoothed by the activities of the Wisconsin Architects Foundation.

Foundation officers have said it is particularly appropriate that architects, as a group, should have created through the Foundation a design for giving . . . a structure which each architect can help build and which will return to the profession dividends of satisfaction which good works inevitably accomplish.

Wisconsin architects have something unique in their Foundation which is an additional source of pride. According to the records of the American Institute of Architects, the Wisconsin Architects Foundation is the only such organization set up by any of the Institute's chapters.

Created by the Wisconsin Architects Association, a Chapter of The American Institute of Architects, the Wisconsin Architects Foundation came into being on May 9, 1953. Its initial funds came through a grant by the Association.

During its first few months of existence the Foundation spent its time in analyzing the many possibilities toward which its energies could be directed. It was determined that primary of these was the responsibility of the profession for the replenishment of its ranks through assistance in whatever way possible to those who had chosen to prepare themselves for a career in architecture. It was decided that financial assistance should be given to promising architectural students from the state of Wisconsin on the basis of recommendations by the deans of the various schools of architecture.

Believing that no strings should be attached to any such assistance

and no obligation created, the Foundation determined that it should make tuition grants rather than loans. Further, since Wisconsin has no accredited school of architecture, it seemed advisable that such grants be designed wherever possible to at least equalize the tuition fee differential for those Wisconsin students required to pay out of state tuition fees.

These decisions having been made, letters were sent to the deans of the country's leading schools of architecture, asking for first, advice as to how the grants should be made, second, what amounts were recommended, and, third, the names of those students the dean would recommend as recipients of these tuition awards.

Immediately enthusiastic and congratulatory responses were received by the Foundation. On the basis of these replies, thirteen Wisconsin students attending accredited schools of architecture were awarded tuition grants totaling \$2100.00.

To many of the award winners the tuition grants made them by the Foundation has spelled the difference between receiving or not receiving their degrees. The grants made by the Foundation are small of necessity because its funds during this early period of its organization necessarily are limited. Thinking back to their own student days and the economic struggle they had, many established Wisconsin architects are recalling their own memories of undergraduate effort. They, better than any, know the long hours of study which make "outside jobs" almost an insoluble problem.

Adding to their economic problems today, many architectural students, older because of required military service, are married and have children.

The Foundation's sources of revenue fall within three general categories: One, investment of funds already on hand, two, sustaining memberships (this membership has no specific cost and is composed of architects and other individuals who wish to assist the Foundation in its work) and, three, memorial contributions made to the Foundation in honor of or in memory of an individual.

During 1954 the Foundation received twenty-six sustaining contributions totaling \$495.00 and thirty-five memorial contributions totaling \$858.05.

Although this will not permit a 1955 tuition award program equaling the 1954 program without the Foundation's utilizing an additional portion of its capital, the Foundation's directors do not intend to engage in a formal "drive or fund solicitation". They believe that as the Foundation becomes better known and word of the merit of its activities reaches more and more members of the profession, that architects, realizing their responsibility to those who will follow them in the profession, will make contributing to the Foundation an annual part of their business or personal budgets.

The Foundation's future activities and potential for service to the community of Wisconsin and the profession itself are limited only by funds which become available to it. As indicated in the group's Articles of Organization, its purposes, among others, are for "the advancement of the aesthetic, scientific and practical efficiency of the profession of architecture and the living standards of people through their improved environment".

(Continued on Page 6)

U. W. Conducts Institute on Wood In Construction

By Hal Maertz

The increasing importance of wood as a construction material was the subject of a three-day institute held on the University of Wisconsin campus December 8, 9 and 10. The program was sponsored by the University of Wisconsin Extension Division's department of engineering in cooperation with the United States Forest Products Laboratory.

Forty-eight architects and contractors from Wisconsin, Illinois, Minnesota, Oregon, and from as far away as Chile and Yugoslavia took advantage of this opportunity to hear from experts in the construction field.

Discussing the properties of old lumber, Lyman Wood, an engineer with the US Forest Products Laboratory at Madison, stated three important factors must be considered when evaluating the allowable stress for old timbers: one, the species of wood; two, grade; and three, the condition.

"By condition," Wood said, "I mean the extent of decay and whether the wood has been exposed to fire."

Citing as "amazing" the resistance to decay of some types of timber, Wood told of recent experiments which his laboratory conducted on four beams obtained from the St. Raphael Cathedral in Madison. "Although these beams had been under considerable stress for over 100 years, our lab found virtually no indication of deterioration or weakness," he concluded.

Another example of the durability of wood was revealed when a speaker told of an Egyptian tomb recently opened which revealed a wooden ship over 5000 years old and still in excellent condition.

H. D. Bruce, another US Forest Products Laboratory technician, acquainted the members with recent developments in the field of fire resistant construction.

Bruce emphasized the need for more experimentation and increased efforts to develop better fire-resistant

treatment for wood. Relating some of the recent findings in this field, he discussed the effectiveness of ammonium-phosphate as one of the better fire resistors.

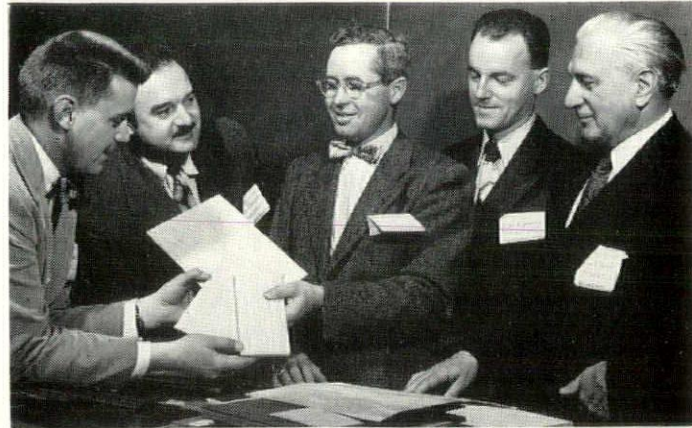
When wood is coated or impregnated with this chemical, Bruce told the audience, it becomes highly resistant to combustion.

During a panel discussion on the renovation of wood structures, R. H. Gloss, structural engineer for the Timber Engineering Company, Washington, D. C., emphasized his

belief that too many architects and contractors are overly interested in wood from distant places. He stated many architects are overlooking material growing in or near the area of construction which may be just as good and decidedly more economical.

Switching into the field of home construction, Gloss warned against "the common tendency of pitching trusses too low". For housing trusses, he said, pitch should be at

(Continued on Page 6)



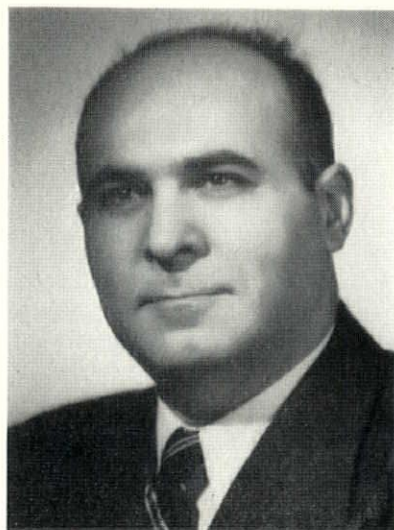
Top Picture: An international flavor was supplied to the University of Wisconsin Wood in Construction institute by Steve Demeter (second from left), Yugoslavian architect, as he joined several Wisconsin architects and contractors in examining the various plywood, hardboard, fiberboard, and paper overlay used in modern construction. Interested onlookers include (from left to right) Donald Lippincott, architect, Rockford, Illinois; Demeter, Harnischfeger Corp., Port Washington; Wayne C. Lewis, U. S. Forest Products Laboratory, Madison; H. W. Kleason, Schubert, Sorenson and Associates, La Crosse; and architect George F. Spinti, A.I.A., Milwaukee. Demeter is in the United States for a two-year training period.

Below: Modern techniques and materials used for insulation purposes were examined during a between-classes break at the Wood in Construction institute at the University of Wisconsin December 8-10. Donald C. Wiggins, Lefebvre-Wiggins and Associates, Milwaukee, (left) uses a cut-away portion of roof insulation to demonstrate his point to (left to right) Architect George F. Spinti, A.I.A., Milwaukee; Irving Saltzstein, Siesel Construction Company, Milwaukee; and Harold E. Voss, Voss-Hrdlicka, West Allis.

The Architect . . .

First of a series

By Gerald J. Rice



Gerald J. Rice

Rare indeed is the architect who is not frequently obliged to determine his rights and duties under the law in the course of practicing his profession. The statute books bristle with numerous provisions regulating the practice of the profession or relating to the subject matter of the practice. Still more numerous are the decisions of supreme courts interpreting the statutes and defining the architect's privileges and obligations.

When the aspiring student first commences his study of architecture, he must keep in mind the requirements of the law which he must meet to qualify for registration to practice his chosen profession. And once he is registered, the practicing architect must ever strive to avoid the forbidden conduct or gross negligence which may result in the revocation of his registration and the resulting deprivation of the right to practice his profession.

During the normal practice of an architect, he will undoubtedly be engaged by a client who subsequently will refuse to pay for professional service rendered for one reason or another, (and even, on occasion, for a good reason). What are the rights of an architect or an owner upon an alleged breach of contract, and what means exist for securing payment as by a mechanics lien claim; or what failure of performance justifies an owner in refusing to pay? These are problems which sometimes reach the courts, but are more frequently settled out of court by conciliation and arbitration.

Since many structures designed by architects are public places and involve public health, safety and welfare, they must conform to minimum standards of design and construction set forth in building codes and zoning laws. This is a field of law where the architect himself must

be, in effect, a lawyer (learned in the law). For even if his plans, failing to comply with the codes, are approved by official building inspectors as a result of inadvertence or oversight, the architect nevertheless is responsible for damage resulting from his violation of the code. Hence, it behooves every architect to study carefully and follow closely the state and local building codes and zoning laws.

If an architect is engaged to plan and supervise construction of buildings or other structures for municipalities and other units of governments, it is imperative that he determine the legal authority and procedure by which he is selected and the appropriations made to pay for his service, if he wishes to be sure he will be paid at all. Furthermore, it is necessary for him to inquire into the constitutional debt limit of the body of government employing him to be sure he will not be refused payment because the planned structure cannot be built since its cost would exceed such debt limit.

Then, in the organization of his own office, an architect may be faced with many legal problems and a few of an ethical nature. Shall he practice alone, with partners, or in a corporation? What happens to an architect's practice when he dies? What are the rights of his estate if he has partners? What provision can be made for the contingency of death by partnership agreement, corporate resolution, a will or by insurance? What income and inheritance tax problems arise when a partner dies?

A more detailed discussion of the questions posed above and other legal subjects of interest to archi-

. . . and the LAW

itects will form the basis for a series of articles by the writer or some other experienced lawyer which will appear in future issues. Inquiries of a hypothetical nature, involving general principles of law, are invited and will be answered, if possible, within the ethics of the legal profession. Specific problems involving a given set of facts, should, of course, be submitted to the questioner's own attorney. Suggestions for discussion by the writer are desired.

"Send Your Pictures to Associate Office," PR Chairman Asks

An urgent plea for pictures of Wisconsin Architects Association members has been voiced by Maynard W. Meyer, Public Relations Committee Chairman.

"We must have these photographs in order to do an effective job," Meyer said. "Often the addition of a picture makes the difference between a newspaper story's getting printed and not getting printed. Carrying it one step further, if the story is printed, it often makes the difference between its getting read and not getting read."

Another plan is being held up pending the receipt of members' photographs, Meyer pointed out. "We hope to run a biographical series in *The Wisconsin Architect* so that we may get to know one another better and so that prospective clients who receive the magazine may know us better. Such a series will be meaningless without accompanying pictures of the members.

The pictures desired need not be large. Three inches by five inches is adequate. It is most desirable, but not mandatory, that they be of glossy finish.

Design . . . (Cont'd.)

In many members' minds is the thought of not only the expansion of the tuition award program, but the organization and carrying out of the programs for research. A suggestion has been made for the sponsorship of art prizes by the Foundation, although the Foundation itself has not yet considered this matter.

Two quotations, probably as well as any others, illustrate the reaction of many to the Tuition Awards Program: Robert W. McLaughlin of the School of Architecture at Princeton, recently wrote, "We want you to know how much those of us in the teaching profession appreciate this splendid assistance on the part of the practicing architects of Wisconsin."

No one can better write of the ultimate effect of the Tuition Awards than one of the recipients, John B. Shepherd, in attendance at the University of Notre Dame, who on Thanksgiving Day in 1954 wrote: "On this day when we as individuals and as a group express our thanks for the many blessings we've received over the past year, I find it particularly appropriate to thank you as a group for awarding me one of your first annual tuition grants."

"I was somewhat surprised, but very grateful and immensely proud when informed by you this past summer of the tuition grant. Through the course of this year I shall keep in mind the respect you have shown me through this action and try to live up to your expectations. Thank you again for your most kind consideration and best wishes for the continued success of any projects which the Foundation undertakes."

The 1954 sustaining members of the Foundation are: Leigh Hunt, Robert J. Strass, Allen J. Strang, Frederick Schweitzer, Gerald J. Rice, Ebling, Plunkett & Keymar, Carl Lloyd Ames, Jack Russell, Durrant & Bergquist, Donn Hougen, Brust and Brust, M. F. Siewert, Frank F. Drolshagen, Weiler and Strang, Frank J. Fuchs, Raymond W. LeVe and Associates, Brimeyer, Grellinger and Rose, Maurice Webster, George Foster, Karel Yasko, Harry Bogner, Gerrit deGelleke, George E. Klenzendorff, Jerome Robert Cerny, Erwin G. Frederick, and Fritz von Grossmann.

Memorial contributions were received from: Carl H. Zann, Employees of Brimeyer, Grellinger and Rose, William G. Herbst and Associates, Alvin E. Grellinger, Robert

P. Potter, Eschweiler and Eschweiler, Chester Lubenow and Paul Gobster, Francis J. Rose, Gerald J. Rice, Marcella Markey, Francis S. Gurda, Mark F. Pfaller, Fritz von Grossmann, Leigh Hunt.

Arthur O. Reddemann, Dr. and Mrs. Walter P. Blount, Robert J. Strass, Ted Simons and Sons, Gregory Lefebvre and Donald Wiggins, Frederick Schweitzer, deGelleke Co., Inc., Ebling, Plunkett and Keymar, Grassold and Johnson, Maurey Lee Allen, Frank Hoffman, Gerrit J. deGelleke, Carl Lloyd Ames, Leon M. Gurda, Harold Jennrich, Brust and Brust, Harry J. Bogner, Maynard W. Meyer, Roger M. Herbst, A. A. Tannenbaum, and Herbst, Jacoby and Herbst.

Wood . . . (Cont'd.)

least four inches in twelve inches.

Sandwich construction was discussed at a meeting presided over by Edward W. Kuenzi, US Forest Products Laboratory.

Extolling the merits of this type of construction, Kuenzi stated that 500 pounds of sandwich construction is equivalent in strength to 87,000 pounds of masonry. He stressed that this type of material is best suited for interior partitions because of its light weight.

J. C. Van Dyke, vice president and chief engineer of Unit Structures, Inc., Peshtigo, presented an illustrated discussion of wood in modern construction in which he showed slides of several celebrated buildings constructed chiefly of wood.

Van Dyke emphasized that interest in wood as a construction material is increasing by citing statistics indicating increased interest by educational institutions. "In 1936," he said, "some 31 professors in 23 colleges in this country were teaching timber engineering. In 1952, this figure had risen to 217 schools offering 306 courses in timber construction."

He credited the renewed emphasis on wood to six recent developments: one, standardization of grading rules and establishment of stress values; two, development of mechanical fastenings such as timber connectors; three, development of adhesives and gluing of plywood and laminated construction; four, development of fast and accurate wood working machinery; five, increased engineering research and technique; and six, advertising, promotional, and educational programs on the

qualities of wood.

At the conclusion of the institute, the participants were taken on a conducted tour of the US Forest Products Laboratory at Madison.

During the tour they visited various departments where they observed preservative treatment of wood, special structures on sandwich construction, the packaging and crating experimental laboratory, the strength testing laboratory of the department of timber mechanics, and the timber physics department where experiments were being made on the effects of water on wood.

If the comments of members of the institute is any criteria, the program was highly successful, Prof. Leonard F. Hillis, institute coordinator, said.

Random comments made by the institute's participants revealed a general satisfaction with the program put on by Institute coordinator, Professor Hillis and his staff.

Sample comments included: "Interesting program, well conducted." "The meeting between the people working in the theoretical field and the people working in production gives a wonderful opportunity for exchange of ideas," and "The information obtained . . . will be invaluable."

New Members . . . (Cont'd.)

architecture under his own name.

The new Associate members include, in the Milwaukee Division: Alfred C. Kluge, Gilbert F. Eger, Kenneth F. Riebe, Lloyd D. Karlsrud, Roland G. Middleton, William M. Quade, Charles H. Harper, Paul H. Halverson, Wendell H. Isley, Reinold Rezell, Thomas L. Eschweiler and Alexander R. Fraser, all of Milwaukee; Ned E. Fischer of Waukesha, and Jordan A. Miller of Elm Grove; in the Northeastern Division, William C. Roberts of Wausau.

The new Junior Associate members include, in the Milwaukee Division: Gerald D. Germanson, Elroy H. Storm, James D. Nickels, James R. Eggelston, Richard E. Schweisberger and Elmer J. Trantow, all of Milwaukee, and William J. Stenavich of Racine; in the Northeastern Division, Marie L. Langenberg of Appleton, Robert L. Piltz of Oshkosh, and Maurice B. Johnson of Sheboygan; and in the Madison Division: Norman F. Sommers, Donald W. Knudson and Chester W. Trowbridge, all of Eau Claire, and Robert J. Sajbel of Madison.

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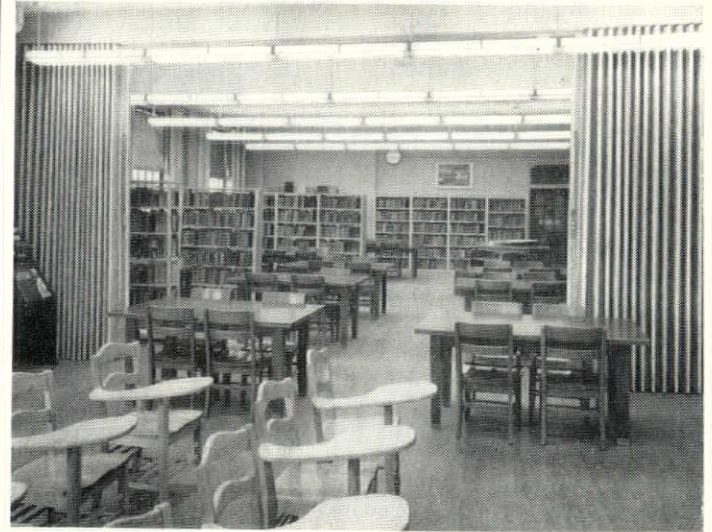
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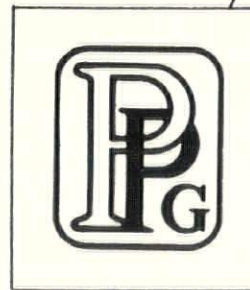
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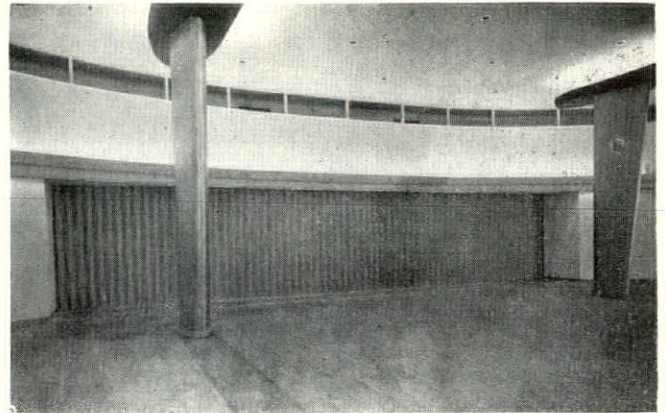
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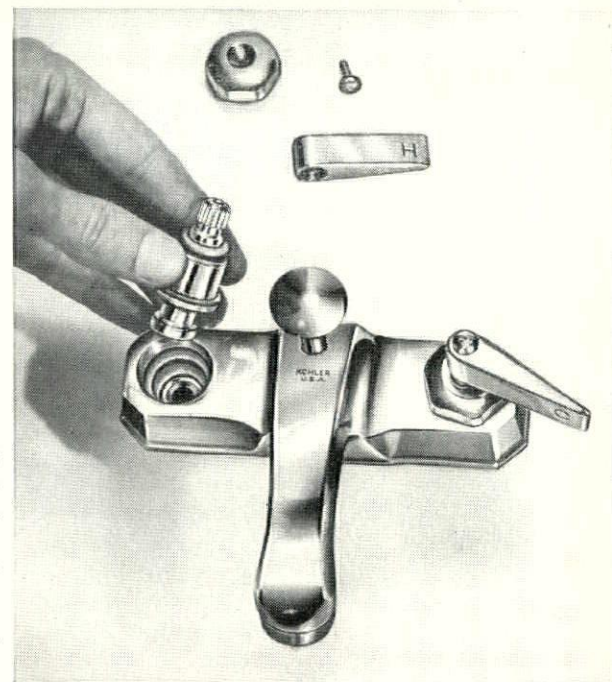
KOHLER CENTRA and ROCKFORD FITTINGS

with long-wearing interchangeable valves

Kohler chromium-plated brass fittings are of first quality, with modern, clean-cut designs that harmonize with Kohler fixtures. Features of the Centra lavatory fitting and Rockford ledge and counter-top sink fitting simplify installation and maintenance, assure convenience and serviceability.

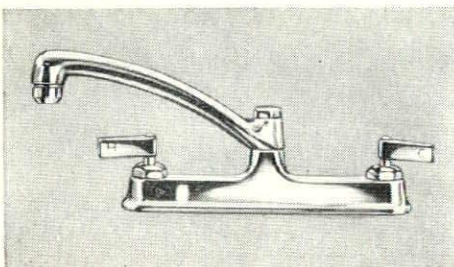
Parts subject to wear can be easily and economically replaced. Removable seats have chromium-plated surfaces. Removable sleeves have double-action threads, deep and cleanly cut for positive water control. Stems and sleeves have long-life "O" ring packing, easily replaceable. Large waterways provide ample volume.

Kohler fittings are tested under greater-than-normal water pressures, and closely inspected. Spouts are designed so that the beauty of the fitting is maintained with or without aerator.



ROCKFORD top-mounted sink fitting. Easy to install.

CENTRA lavatory fitting, showing removable thread sleeve and seat. Compact, 1 piece body saves space, makes installation and cleaning easy.



Kohler Co., Kohler, Wisconsin. Established 1873

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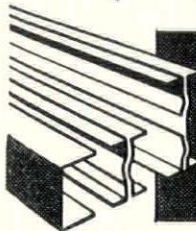
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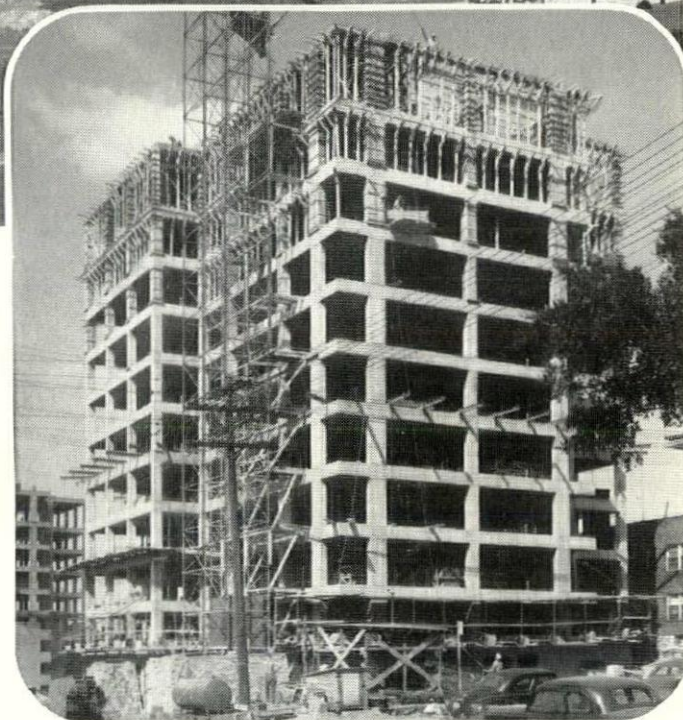
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effect important savings in construction costs

The Quality Hill Towers Apartments in Kansas City are an excellent example of quality construction combined with unusual economy. The economy resulted from the use of reinforced concrete frame and flat plate floor construction.

Competitive bidding has shown, again and again, that concrete frames and floors effect big savings in construction costs—savings in time, money and materials. These savings are possible in tall buildings such as the Quality Hill Towers Apartments as well as in structures of only a few stories.

Concrete frame and floor construction has proved its economy in structures of all types and uses—apartments, schools, hotels, hospitals, industrial plants and public and office buildings. Reinforced concrete construction gives buildings the strength to resist all static and dynamic loads at the lowest cost and produces durable, sturdy and firesafe structures. Because they are moderate in first cost, require little or no maintenance and give long years of



General view, top, shows in foreground the five 10-story Quality Hill Towers Apartment buildings under construction. On Jefferson St., from 9th to 11th, in walking distance of downtown Kansas City, they contain about 400 units. Owners: Riverside and River Park Development Corp. Architects: J. F. Lauck & Associates. Structural engineer: Whitman Dart. Contractor: Winn-Senter Construction Co.

service, reinforced concrete frame and floor structures are examples of true **low-annual-cost** construction. This makes them a sound investment for owners, investors and taxpayers.

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